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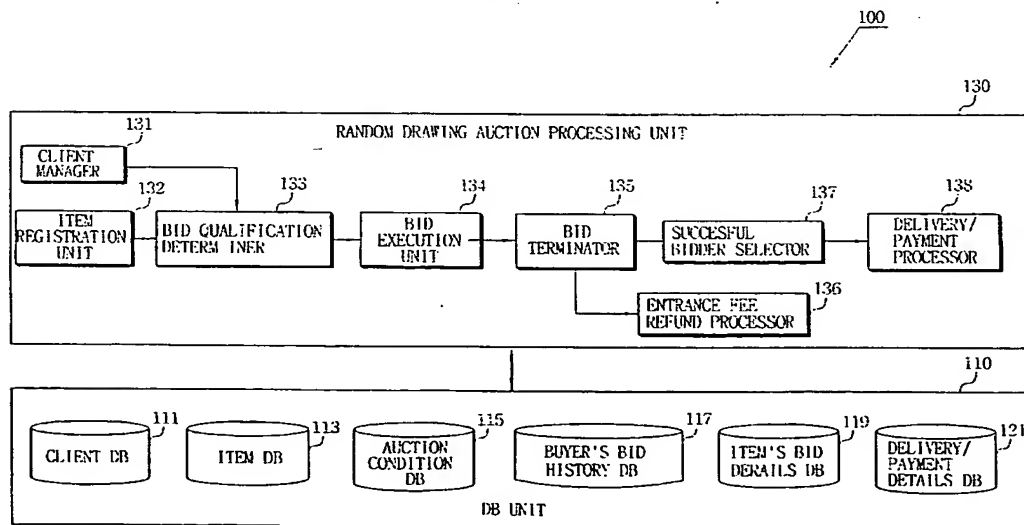
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(54) Title: RANDOM DRAWING AUCTION SYSTEM AND METHOD BASED ON ENTRANCE FEE PROFIT MODEL



(57) Abstract: A random drawing auction system and method based on an entrance fee profit model are provided. In the random drawing auction system and method, information of an item to be auctioned is registered directly or through a seller. An entrance fee of the item is collected from each buyer wishing to bid for the item. A bidder offering a tender price closest to a reference contract price calculated using a random probability function is selected as a successful bidder after a bid for the item is terminated. The tender price offered by the successful bidder is collected from the successful bidder. The item is delivered to the successful bidder, and the collected tender price and an amount of money which is less than an open market selling price of the item in an accumulated entrance fee of the item is given to the seller as a sales payment for the item.

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